



## News Release

For immediate release

June 3, 2016

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# **Iowa Finance Authority, Iowa Association of REALTORS® and Iowa Mortgage Association Kick-Off Homeownership Month with “2,500 Bucks” Campaign**

## *Homeownership Month Campaign to Spur Awareness of Homeownership Benefits and Resources*

(DES MOINES) – The Iowa Finance Authority, Iowa Association of REALTORS® and the Iowa Mortgage Association today announced the launch of the 2,500 Bucks homeownership month campaign. The campaign encourages Iowans to visit [IowaHouseHunt.com](http://IowaHouseHunt.com) throughout the month of June to learn about all aspects of buying a home in Iowa, including \$2,500 down payment assistance grants, as well as a chance to win \$2,500, no strings attached during the month of June.

The [IowaHouseHunt.com](http://IowaHouseHunt.com) web site is a new resource for Iowa home buyers, which provides information on the steps to purchasing a home in Iowa, a free home buyer education course, information about the Iowa Finance Authority's programs and links to participating lenders and Realtors that can guide them through the process.

To participate in the 2,500 Bucks campaign, all Iowans, eighteen and older should visit [IowaHouseHunt.com](http://IowaHouseHunt.com) before July 4 to enter the sweepstakes for \$2,500. A second chance to win \$2,500 is available by visiting the Iowa Finance Authority facebook page and posting a photo of something that symbolizes “\$2,500”. The entry with the most votes will win \$2,500.

“Iowa home sales are up... and so is the competition for the homes for sale,” said Iowa Association of REALTORS® Chief Executive Officer Gavin Blair. “Iowa Realtors help to prepare home buyers so they can move quickly once they find the home they’re looking for. The *2,500 Bucks* homeownership campaign is an innovative way to excite Iowans about homeownership and offer a fun chance to win throughout the month of June. “

“The Iowa Finance Authority offers many resources to help Iowa home buyers,” said Iowa Finance Authority Executive Director Dave Jamison. “The *2,500 Bucks* campaign is a unique way to open a conversation about the 2,500 grant and other programs available to assist home buyers throughout homeownership month and offer a unique chance to win.”

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